

## CONTRACT



**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

And:

**Media Strategies & Research**  
**1580 Lincoln Street Ste. 510**  
**Denver, CO 80203**

<u>Contract / Revision</u> 184329 /		<u>Alt Order #</u>
<u>Product</u> John Gregg for Governor		
<u>Contract Dates</u> 08/14/12 - 08/19/12		<u>Estimate #</u> 11600
<u>Advertiser</u> Gregg for Indiana		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Todd Kane	<u>Sales Office</u> Indianapolis
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	08/14/12	08/17/12	6-7A News	6-7A		:30			NM	8	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				8	\$95.00	PE		
N 2	RTV 6	08/14/12	08/17/12	Good Morning America	7-9A		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				10	\$100.00	PE		
N 3	RTV 6	08/17/12	08/17/12	DY 9-10A	9-10A		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$60.00	PE		
N 4	RTV 6	08/14/12	08/14/12	10-11A	10-11A M-F		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$40.00	PE		
N 5	RTV 6	08/16/12	08/16/12	The View	11A-12N		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$200.00	PE		
N 6	RTV 6	08/15/12	08/15/12	General Hospital	3P-4P		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$110.00	P3		
N 7	RTV 6	08/14/12	08/17/12	EF 4-5P	4-5P		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T--F--				2	\$375.00	P2		
N 8	RTV 6	08/14/12	08/17/12	5-530P News	5P-530P		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$375.00	P2		
N 9	RTV 6	08/14/12	08/17/12	530-6P News	530P-6P		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$300.00	P2		
N 10	RTV 6	08/14/12	08/17/12	6-630P News	6P-630P		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$375.00	P2		
N 11	RTV 6	08/14/12	08/17/12	7-730P News	7P-730p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$250.00	P3		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
184329 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/12 - 08/19/12	John Gregg for Governor	11600

<u>Advertiser</u>	<u>Original Date / Revision</u>
Gregg for Indiana	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$250.00			
N 12	RTV 6	08/16/12	08/16/12	Rookie Blue	9P-10P		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,500.00			
N 13	RTV 6	08/17/12	08/17/12	20/20	10P-11P		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$350.00			
N 14	RTV 6	08/19/12	08/19/12	Extreme Makeover	9P-11P		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$700.00			
N 15	RTV 6	08/14/12	08/17/12	11P News	11P-1135P M-F		:30			NM	7	\$3,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				7	\$475.00			
N 16	RTV 6	08/18/12	08/18/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$350.00			
N 17	RTV 6	08/19/12	08/19/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$475.00			
N 18	RTV 6	08/15/12	08/15/12	Nightline	1135P-1205A		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$150.00			
<b>Totals</b>											<b>53</b>	<b>\$14,970.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/19/12	53	\$14,970.00	\$12,724.50
<b>Totals</b>	<b>53</b>	<b>\$14,970.00</b>	<b>\$12,724.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



# Station Order Revised

## Gregg for Governor 2012 104329

**Market:** Indianapolis

Estimate ID

**Flight Dates:** Tuesday, August 14, 2012 to Sunday, August 19, 2012

11600

**Contact:** Jennifer Hyslop

**Phone:** 317-635-9788

**Email:** Jennifer\_Hyslop@WRTV.com

**Fax:** 317-269-1400

**Direct:**

### WRTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Aug 14	Wed Aug 15	Thu Aug 16	Fri Aug 17	Sat Aug 18	Sun Aug 19	Total
WRTV 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$95.00 \$760.00	2	2	2	2			8
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$100.00 \$1,000.00	3	2	3	2			10
Live with Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$60.00 \$60.00				1			1
Nate Berkus 10:00 AM 11:00 AM	DT	M-F 30	\$40.00 \$40.00	1						1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$200.00 \$200.00			1				1
P3 General Hospital 3:00 PM 4:00 PM	EF	M-F 30	\$110.00 \$110.00		1					1
P2 Judge Judy 4:00 PM 5:00 PM	EF	M-F 30	\$375.00 \$750.00	1			1			2
P2 WRTV 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$375.00 \$1,500.00	1	1	1	1			4
P2 WRTV 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$300.00 \$1,200.00	1	1	1	1			4
P2 WRTV 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$375.00 \$1,500.00	1	1	1	1			4
P3 WRTV 7p News 7:00 PM 7:30 PM	EN	M-F 30	\$250.00 \$1,000.00	1	1	1	1			4
Rookie Blue 10:00 PM 11:00 PM	PT	Th 30	\$1,500.00 \$1,500.00			1				1

Abby Leeper

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

abbyl@mediastrategies.com

Date/Time Sent: 8/10/2012 2:41:02 PM

WRTV-TV

Page 1 of 2



# Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

Estimate ID

**Flight Dates:** Tuesday, August 14, 2012 to Sunday, August 19, 2012

11600

**Contact:** Jennifer Hyslop

**Phone:** 317-635-9788

**Email:** Jennifer\_Hyslop@WRTV.com

**Fax:** 317-269-1400

**Direct:**

## WRTV-TV

Program Name	DP	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	
20/20	PT	F		\$350.00				1			1
9:00 PM 11:00 PM		30		<b>\$350.00</b>							
Extreme Makeover	PT	Su		\$700.00						1	1
9:00 PM 11:00 PM		30		<b>\$700.00</b>							
WRTV 11p News	LN	M-F		\$475.00	1	2	2	2			7
11:00 PM 11:35 PM		30		<b>\$3,325.00</b>							
Saturday 11p News	LN	Sa		\$350.00					1		1
11:00 PM 11:35 PM		30		<b>\$350.00</b>							
Sunday 11p News	LN	Su		\$475.00						1	1
11:00 PM 11:35 PM		30		<b>\$475.00</b>							
Nightline	LF	M-F		\$150.00		1					1
11:35 PM 12:05 AM		30		<b>\$150.00</b>							
<b>Station Gross Totals</b>				<b>\$14,970.00</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>1</b>	<b>2</b>	<b>53</b>

Abby Leeper

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

abbyl@mediastrategies.com

Date/Time Sent: 8/10/2012 2:41:03 PM

WRTV-TV

Page 2 of 2

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <b>WRTV-TV</b> <b>Indianapolis</b>	<b>Date:</b> <b>8/10/2012</b>
---	----------------------------------

I, Media Strategies and Research,  
 being on behalf of: John Gregg, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Governor  
 in the General  
 election to be held on Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>  The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
<b>Tuesday, August 14, 2012</b>	<b>Sunday, August 19, 2012</b>

**Total Gross Charges: \$14,970.00**


**Media Strategies and Research**

 1580 Lincoln Street, Suite 510  
 Denver, Colorado 80203  
 (303) 989-4700

 11350 Random Hills Road, Suite 670  
 Fairfax, Virginia 22030  
 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

**Gregg for Indiana**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Mike Claytor**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, August 10, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
Denver, Colorado 80203  
(303) 989-4700

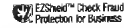
11350 Random Hills Road, Suite 670  
Fairfax, Virginia 22030  
(703) 877-2000

112003



**MEDIA STRATEGIES & RESEARCH**  
**MEDIA FUND ACCOUNT**  
 1580 LINCOLN STREET SUITE 510  
 DENVER, COLORADO 80203  
 (303) 989-4700

Wells Fargo Bank, N.A.  
 Denver  
 Denver, CO 80274  
 23-7-1020



August 10, 2012

PAY TO THE  
 ORDER OF

WRTV-TV

\$ \*\* 27,242.50

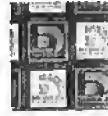
Twenty Seven Thousand Two Hundred Forty Two and 50/100\*\*\*\*\*

DOLLARS

Security features. Details on back.



VOID AFTER 90 DAYS



*Signature*  
 AUTHORIZED SIGNATURE

Gregg for Governor 2012

MEMO

⑈ 112003 ⑈ ⑆ 102000076⑆ 3215940614 ⑈

MEDIA STRATEGIES & RESEARCH MEDIA FUND ACCOUNT

112003

WRTV-TV

August 10, 2012

<u>Advertiser</u>	<u>Est #</u>	<u>Category</u>	<u>Payment</u>
Gregg for Governor 2012	11600	08\14-19\2012:Indianapolis:TV	\$12,724.50
Gregg for Governor 2012	11601	08\20-26\2012:Indianapolis:TV	\$14,518.00

Check Total: \$27,242.50

#184329 \$ 14,970

#184330 \$ 17,080

**FEDERAL CANDIDATE REQUEST FOR POLITICAL AVAILS AND RATES**

**(To be filled out and kept on file for public inspection)**

**To:** Jennifer Hyslop  
**Station:** WRTV Indianapolis  
**From:** Media Strategies & Research  
**Date:** 8/13/12

**This request was:**

☒ Accepted

☐ Rejected

---

**Agency:** Media Strategies & Research  
**Address:** 1580 Lincoln St., Ste. 510  
Denver, CO 80203

**Phone#:** 303.989.4700

**Fax#:**

**Contact:** Abby Leeper

**On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):**

☐ CAUCUS ☐ SPECIAL ☐ PRIMARY ☒ General

**Candidate named in message:** John Gregg

**Political Party:** Democratic

**Office being sought:** Governor

**Candidate Written Certification:** ☐ Yes ☒ No

**Election referred to:** Governor

**Sponsor (or authorized committee):** Gregg for Indiana

**Address:** 1580 Lincoln St., Ste. 510  
Denver, CO 80203

**Phone:** 303.989.4700

**Executive (authorized) Officer:**

**Treasurer:** Mike Claytor

**Station disclosure statement provided:** \_\_\_\_\_